

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W  
-----240002Z 065132 /75

R 230633Z MAR 77  
FM AMCONSUL MELBOURNE  
TO USDOC WASHDC  
INFO AMEMBASSY TOKYO  
SECSTATE WASHDC 3845  
AMEMBASSY CANBERRA  
AMCONSUL SYDNEY  
AMCONSUL BRISBANE  
AMCONSUL PERTH

UNCLAS SECTION 1 OF 2 MELBOURNE 0625

USDOC FOR USTS - TOLSON AND OIM - SILLOWAY; TOKYO FOR USTS -  
SCHMITZ; SECSTATE FOR EA/ANP - SQUIRE

E O 11652 N A  
TAGS BEXP, AS  
SUBJ: MELBOURNE VISIT USA ORIENTATION MARCH 21-22, 1977

REF A MELBOURNE 505 B MELBOURNE 240

1. MELBOURNE'S VISIT USA ORIENTATION TOOK PLACE 6:11 - 9:30 PM  
MARCH 21 AND 22 ON 26TH FLOOR OF BHP HOUSE IN CENTER OF MELBOURNE'S  
FINANCIAL DISTRICT. BOTH NIGHTS WERE HIGHLY SUCCESSFUL PROMOTIONS  
AND ATTENDANCE EXCEEDED POST'S MOST OPTIMISTIC EXPECTATIONS; ON  
OPENING NIGHT OVER 300 RETAIL TRAVEL AGENCY PERSONNEL; ON SECOND  
NIGHT OVER 275. TOTAL TARGET AUDIENCE REACHED WAS THEREFORE  
APPROX 600, COMPARED TO 400 ANTICIPATED (PARA 3, REFTEL  
B). THUS STATED OBJECTIVE OF SELECTED TARGET AUDIENCE WAS  
EXCEEDED BY 50 PERCENT. SOME VISITORS CAME TO SHOW FROM  
HOBART, BRISBANE, SYDNEY AND ADELAIDE. POST HAD TO TURN AWAY  
SEVERAL HUNDRED ADDITIONAL REQUESTS FOR TICKETS FROM AGENTS WHO  
CALLED TOO LATE.

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2. PRESENTATION FORMAT WAS SIMPLE AND DIRECT. MASTER OF  
CEREMONIES (OR "COMPERE" AS AUSSIES SAY) FRITZ SCHMITZ DID  
EXCELLENT JOB KEEPING THINGS MOVING AND ON SCHEDULE. CONSUL  
GENERAL OPENED BOTH SESSIONS WITH SPEECH WELCOMING GUESTS AND  
STRESSING AUSTRALIA'S PLACE AS FIFTH LARGEST OVERSEAS (IE,  
EXCLUDING CANADA AND MEXICO) SUPPLIER OF FOREIGN VISITORS TO

THE USA, REMARKABLE FACT FOR NATION OF 13 MILLION PEOPLE. OTHER BRIEF PRESENTATIONS GIVEN BY SCHMITZ ON USTS'S PLANS TO SUPPORT VISIT USA TRAVEL PROMOTION EFFORTS IN AUSTRALIA; TOM QUINN, USTS TRAVEL PROMOTION MANAGER FROM TOKYO, WHO STRESSED USA RAIL PASS; JIM CURRAN, POST'S ECON/COMMERICAL OFFICER, ON FOREIGN BUYER PROGRAM; SARAH AFT, POST'S VISA OFFICER, ON VISA SERVICES; PETER QUASIUS, BPAO, ON USIS MELBOURNE REFERENCE FACILITY'S TRAVEL INFORMATION MATERIALS. LAST BUT NOT LEAST. SMOKEY THE BEAR MADE HIS PITCH TO VISIT AND ENJOY U.S. NATIONAL PARKS, AND HELP PREVENT FOREST WILDFIRES. PRESENTATIONS TOTALED ONE HOUR, FOLLOWED BY SHOWING OF USTS'S 30 MINUTE MULTI-SCREEN SLIDE SHOW "AMERICA EAST." THIS BEAUTIFULLY PRODUCED AUDIO-VISUAL SHOW MADE A PERCEPTIBLE, HIGHLY FAVORABLE IMPACT ON AUDIENCE.

3. FOLLOWING PRESENTATIONS, GUESTS HAD 90 MINUTES TO VISIT 24 BOOTHS, INCLUDING 21 COMMERICAL AND 3 USG (VISA INFORMATION, USIS, USTS/COMMERICAL INFORMATION). COMMERICAL BOOTHS WERE SHARED BY 31 EXHIBITORS. AMTRAK AND FOLLOWING AIRLINES ESPECIALLY WELL REPRESENTED: PAN AM, QANTAS, BRANIFF, TWA, CONTINENTAL, HUGHES AIR WEST, JAPAN AIR LINES, AMERICAN AND UNITED WERE ALL ON DISPLAY. REPS FROM HAWAIIAN, DELTA AND AIR NEW ZEALAND WERE ALSO PRESENT. IN ADDITION TO USTS TOKYO'S SCHMITZ AND QUINN, OTHER OVERSEAS VISITORS WHO CAME TO PARTICIPATE INCLUDED 3 SHEATON HOTEL REPS AND REPS FOR HOLIDAY INNS, DELTA AIRLINES AND AMERICAN AIRLINES V.P. - PACIFIC J. MERRICK FOWLER FROM TOKYO. ALL EXHIBITORS HIGHLY PLEASED WITH ATTENDANCE AND INTEREST SHOW BY VISITORS, GREAT MAJORITY OF WHOM STAYED UNTIL 9:00 PM TO UNCLASSIFIED

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ATTEND FINALE, SHOWING OF USTS'S "AMERICA WEST." LIKE ITS COMPANION PIECE, THIS A/V SHOW IS EXCELLENT AND BROUGHT EVENING TO MOST APPROPRIATE, UPBEAT CONCLUSION. ALL DEPARTING GUESTS RECEIVED VISIT USA TRAVEL KIT CONTAINING SOME 30 ITEMS INCLUDING BROCHURESS, MAPS, READING LISTS, HOLIDAY PLANNERS, ETC. POST BELIEVES THIS PROBABLY MOST COMPREHENSIVE USA KIT PRESENTED TO LOCAL TRAVEL TRADE IN MANY YEARS.

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R 230633Z MAR 77

FM AMCONSUL MELBOURNE

TO USDOC WASHDC

INFO AMEMBASSY TOKYO

SECSTATE WASHDC 3846

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AMCONSUL SYDNEY

AMCONSUL BRISBANE

AMCONSUL PERTH

UNCLAS SECTION 2 OF 2 MELBOURNE 0625

USDOC FOR USTS - TOLSON AND OIM - SILLOWAY; TOKYO FOR USTS -  
SCHMITZ; SECSTATE FOR EA/ANP - SQUIRE

4. POST NATURALLY GRATIFIED WITH RESULTS OBTAINED AND HOPES  
MAINTAIN ACTIVE INTEREST OF MELBOURNE VISIT USA COMMITTEE  
WHICH WAS FORMED TO PRODUCE THIS EVENT. MUST POINT OUT,  
HOWEVER, THAT THIS TWO-NIGHT PROGRAM REQUIRED VIRTUALLY FULL-  
TIME EFFORTS BY POST'S ONLY FSL SENIOR COMMERICAL SPECIALIST,  
MICHAEL RYSENBECK, FROM DEC 30 TO NOW. HE DID A  
MAGNIFICANT JOB ANCSWAS PRAISED BY ALL INDUSTRY PARTICIPANTS.  
WE, HOWEVER, OBVIOUSLY CANNOT MAINTAIN THIS LEVEL OF INVOLVEMENT  
IN TRAVEL PROMOTION ALONE, TO DETRIMENT OF FIVE OTHER CCP  
CAMPAIGNS FOR WHICH POST'S TWO-OFFICER E/C SECTION HAS  
NATIONAL AND/OR CONSULAR DISTRICT RESPONSIBILITIES, AS  
WELL AS MANY OTHER E/C ACTIVITIES. AT SAME TIME, TRAVEL  
INDUSTRY'S INTEREST IN THIS EVENT INDICATES EXTREMELY HIGH  
LEVEL OF RECEPTIVITY; MANY EXHIBITORS COMMENTED THAT AGENTS  
ARE "STARVED" FOR INFORMATION ON USA. THEY ARE EAGER  
TO PROMOTE USA AS TOURIST DESTINATION, BUT THEY AND WE MUST  
HAVE CONTINUOUS USTS SUPPORT TO DO IT. A USTS OFFICE IN  
AUSTRALIA FIFTH LARGEST TRAVEL-TO-USA MARKET, WOULD BE MOST WELCOME.  
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5. ALSO WISH TO EXPRESS HIGHEST APPRECIATION FOR COOPERATION,  
ASSISTANCE, FUNDING, EXPERTISE AND PROFESSIONAL SKILLS  
CONTRIBUTED BY USTS TOKYO TO MAKE THIS SUCCESS POSSIBLE.  
FRITZ SCHMITZ IS TO BE COMMENDED FOR HIS OUTSTANDING EFFORT.

6. POST WILL FOLLOW UP WITH AIRGRAM REPORT INCLUDING ARTICLE  
AND PHOTOS FOR PUBLICATION IN "COMMERCE AMERICA" ASAP.  
BRAND

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## Message Attributes

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Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009